

# AgeWell Atlanta

**AgeWell**  
ATLANTA

AgeWell Atlanta's mission is to enable older adults in our community to age well through improved independence, quality of life, and social connection. It's a collaborative partnership between JF&CS, Federation, MJCCA, and Jewish HomeLife, created to help older adults and caregivers navigate the aging process.

People are living longer while birth rates are declining. By 2030, 1 in 5 Atlantans will be over the age of 60. The 2016 Atlanta Jewish Community Study reported 67% of adult respondents 65 and older indicated they intend to remain in their current home as they age. In addition to offering a comprehensive range of services and supports through AgeWell Atlanta partners, AgeWell provides a centralized information and referral service ensuring older adults and their families connect to the services and support they need.

- The AgeWell Atlanta Information and Referral Concierge responded to 933 inquiries last year, more than doubling the number of inquiries from the year before.
- AgeWell Atlanta Neighborhoods provided virtual programming for more than 260 older adults across the community. Activities included virtual international travel, exercise classes, discussion groups, crossword puzzle help, and more.
- Tablets were provided to over 40 homebound older adults enabling them to connect to AgeWell Atlanta Neighborhood programming.

**\$500**

Provides funding for the purchase and installation of bathroom grab bars and other home assistive devices

**\$1,000**

Covers the cost of a bus for two field trips for AgeWell Atlanta Neighborhood participants

**\$3,000**

Covers the cost for one Senior Day including transportation, meals, and workshops that provide opportunities for socializing, learning, and physical exercise, all of which support healthy aging

Mr. Smith called the 1-866-AGEWELL number to talk with Jessica Dugan about resources he could access in order to obtain an electric wheelchair, something he desperately needed in order to continue his part time job. Jessica referred him to AgeWell Atlanta Neighborhoods which helped him secure financial support for this critical assistive device. Mr. Smith explained that his financial situation required him to keep working and he really enjoyed his job and the contributions he was able to make there. Mr. Smith and his wife qualified for assistance and have contributed a comfortable amount of their own money toward the wheelchair. Working together they were able to find a solution and significantly impact Mr. Smith's quality of life. He will be able to preserve some of his independence while maintaining his safety.

# Jewish Abilities Alliance

Greater  
**Atlanta**  
Jewish Abilities Alliance

Jewish Abilities Alliance (JAA) supports Jewish Atlanta in welcoming and including people of diverse abilities by providing capacity-building resources to our partners. It is the only initiative which examines disability inclusion through a community lens. Recommendations from a 2020 community study, completed by Matan, will be implemented to develop a collaborative community plan for deepening disability inclusion across Jewish Atlanta over the next five to seven years.

1 in 5 people live with some type of disability. In the Atlanta Jewish community, there are an estimated 28,000 individuals, of all ages, living with a disability. Individuals with disabilities and their families are more likely to drop out of Jewish communal life as a result of feeling unwelcome or unsupported in Jewish spaces.

- In 2020, 744 professionals, volunteers, students, and lay leaders developed their skills to better support and include people with disabilities during 21 different inclusion training sessions.
- 19 microgrants were awarded to Jewish schools, camps, synagogues, and agencies for inclusion projects.
- 45 classroom observations and consultations took place, providing guidance to implement inclusion strategies in Jewish preschool and religious school classrooms impacting hundreds of children.

**\$500**

Provides materials to create multi-sensory experiences in Jewish spaces

**\$1,500**

Provides a year of accessibility services, such as closed captioning or ASL interpreting, for one partner organization

**\$5,000**

Provides an inclusion-focused education and engagement program for the Jewish community

MJCCA and JAA partnered to develop an inclusive Melton class, where adults with and without disabilities come together to learn about Judaism. One participant shared, “This has been an amazing thing to do, to get together as a community and talk about Judaism, keeping kosher, and what it means to be Jewish. We study the Torah. We talk about the holidays and what they mean, like lighting the candles on Hanukkah. I love how it brings the community together.” The success of the Atlanta program has inspired Melton to replicate this inclusive model internationally.

# Jewish Camp Initiative



Jewish Federation  
OF GREATER ATLANTA  
Jewish Camp Initiative

Jewish Camp Initiative inspires families to choose Jewish overnight camp for their children, increasing the likelihood that they will continue to live active Jewish lives. By providing financial aid and incentive grants for overnight camp, we ensure that no family is forced to make the decision about whether or not to send their kids to Jewish overnight camp because of their financial situation.

Studies show that children who go to Jewish overnight camp are more likely to become adults who value their heritage, are engaged in their communities, support more Jewish causes, and take on leadership roles throughout their lives.

- 87% of One Happy Camper (incentive grants for first-time campers) recipients return for a second summer
- Scholarship applications have grown 44% since 2017
- \$1,283,048 was awarded to 940 campers for Summer 2021 to attend overnight camps

**\$1,000**

Provides a One Happy Camper incentive grant to enable a child to experience camp for the first time

**\$2,000**

Provides a need-based scholarship for a child to attend overnight camp

**\$5,400**

Covers the cost of one session for a child who never dreamed they'd be able to go to camp

Rachel's children were homeschooled in 2020 and she knew that they needed camp more than ever, and yet their finances had been deeply impacted by COVID and she didn't know how to make it happen. With help from Federation, her children were able to each attend the camp that was right for them and reconnect with peers in a safe setting. The family's gratitude is captured in the closing of the thank you letter they wrote to the scholarship committee: "May you, the Federation, and our wonderful Atlanta Jewish community continue to go from strength to strength. We are so proud and thankful to be a part of it."

# Jewish Education Collaborative



Jewish Education  
COLLABORATIVE  
of Greater Atlanta

Jewish Education Collaborative (JEC) provides resources, consulting, training, and funding to local organizations to enhance the quality of Jewish learning experiences and to develop new and compelling models of part-time Jewish education in Atlanta.

Jewish education provides children and families a critical foundation for building community, strengthening Jewish identity, and creating meaning in their lives. To meet the needs of today's families, programs must prioritize relationship-building, engage families where they are, embrace technology, promote values-based learning, and offer new ways, places, spaces, and times to learn. JEC offers the tools and resources to provide innovative and welcoming Jewish supplemental educational opportunities for all families in our community.

- Last year (where enrollment declined due to the pandemic), Atlanta's supplemental Jewish education programs included: 16 schools, more than 1,700 students in grades K-7, 200 teachers, 23 education directors, and more than 100 teen madrichim (plus Schoenbaum Shinshinim).
- JEC organized more than 20 professional development opportunities for educators last year. 100% of participants surveyed reported that they applied knowledge and skills acquired from the programs in their educational settings.

**\$650**

Covers the cost of one student to participate in the Atlanta Hebrew Connection online program for one year

**\$1,500**

Provides one professional development workshop for Atlanta Jewish educators, with top experts sharing innovative ideas in the field

**\$6,000**

Establishes a mentoring program for part-time Jewish educators for one year, enabling a select group of rising stars to further develop their talent and grow in this field

Last year, JEC launched the "Leadership, Vision, and Change" Community of Practice Cohort (now known as LVC). This eight-month program propelled organizations forward in their practice of engaging children and their families in meaningful part-time Jewish learning. As a result of this cohort, one quarter of Atlanta's supplemental Jewish education programs will be producing a new and innovative pilot program in Fall 2021. These will serve as models to the other part-time Jewish education programs who may choose to replicate these examples and/or feel encouraged to participate in a future LVC cohort to develop their own change initiatives.

# Jewish Innovation Fund



Jewish Innovation Fund provides guidance, resources, and connections for Jewish Atlanta changemakers to bring their brightest ideas to fruition.

Federation Innovation is the critical R&D engine Jewish Atlanta needs to equip innovators, nurture creative progress, and establish a robust and dynamic innovative ecosystem in our city.

- Last year, Federation Innovation invested \$400,000 in new ideas, new projects at legacy institutions, and local chapters of national nonprofits.
- Our investments have a long-term impact: 75% (9 of 12) of our earliest entrepreneurial Propel grantees (funded 2013-2018) are still serving Jewish Atlanta.
- Our quarterly networking cohort, Wisdom Pairings, created more than 300 personal connections in Jewish Atlanta last year.

**\$500**

Subsidizes two entrepreneurs to participate in Path by Plywood, a two-month cohort designed to bring someone's dream idea from the clouds to the concrete

**\$1,000**

Pilots an initiative that meets a pressing need in our community through a year-long microgrant

**\$2,500**

Funds a Wisdom Pairings gathering, which matches Jewish Atlantans seeking personal connections and/or professional growth

Elana Frank founded Jewish Fertility Foundation (JFF) after a personal journey with medical infertility. She made it her life's mission to help others suffering from infertility and chose to open the first JFF office in Atlanta in 2016. With Federation Innovation support, Elana was able to grow JFF and provide invaluable financial assistance, educational awareness, and emotional support to members of the Jewish community and their loved ones experiencing similar challenges. JFF now has offices in Cincinnati, Ohio and Birmingham, Alabama with plans for additional expansion over the next two years.

# Making Jewish Places



Making Jewish Places (MJP) focuses on organizations and individuals that are creating radically welcoming spaces, engaging people where they already live, and connecting Jews and their loved ones to build meaningful social connections to create a more vibrant and welcoming Jewish Community. Making Jewish Places grants impact Jewish life in the Alpharetta, Johns Creek, Roswell, and East Cobb communities.

Making Jewish Places is focused on relational engagement through collaboration and is constantly growing and evolving. As we continue to identify underserved neighborhoods, the relevancy and necessity of opportunities like Making Jewish Places is paramount. The connections have also enabled peripheral organizations to be brought deeper into the Atlanta Jewish ecosystem thereby strengthening the entirety of Jewish Atlanta.

- 4,100 unique individuals attended programs supported by MJP from January – April 2021.
- After participating in an MJP program, 85% of participants said they felt a stronger connection to the Atlanta Jewish community.
- 90% of participants were excited to attend another MJP program and were interested in hosting or volunteering at a program.

**\$500**

Funds an MJP  
community ambassador

**\$2,500**

Funds an  
organizational grant

**\$5,000**

Funds a collaborative grant  
(2 or more organizations)

Zehavit Kaidar-Heafetz participated in our Making Jewish Places Gather grant program. Zehavit lives in Johns Creek with her husband and three boys and owns an Israeli-inspired, organic baking company. She received a small grant to plan and implement a Purim program for an intimate group of individuals. She invited four other Jewish women in her neighborhood and asked them each to bring a Jewish friend so the total women at the event was 10. She taught them how to make different flavors of Israeli hamantaschen to take home. They enjoyed an evening of cooking, friendship, and learning about the strong women of Purim. Zehavit has applied to be an MJP ambassador for the Fall of 2021.

“I enjoyed being able to have a safe girls’ night out and felt a connection to other Jews in the area. It was enjoyable, relevant, and cathartic.” - Avigal S. | Johns Creek

# PJ Library



PJ Library is a national program of the Harold Grinspoon Foundation that sends Jewish children (from birth through 12 years), a free, age-appropriate Jewish themed book each month. With support from Jewish Federation of Greater Atlanta, PJ Library mails 6,000+ books in Atlanta each month.

With PJ Library, books are just the beginning. Through our intimate and community-wide programs, we bring to life the Jewish values that families read about in their books and provide opportunities for families to engage with one another on a deeper level.

- The Atlanta community has distributed over 558,000 PJ Library books since 2008 to more than 14,600 Jewish children ages six months to nine-years-old, and over 25,800 PJ Our Way books to more than 1,300 Jewish children ages 8 to 12.
- Last year, we facilitated 115 Jewish value-based programs that focused on holiday experiences and community building.
- In the last year, PJ Library engaged over 10,000 individuals through a variety of online, in-person, and hybrid programs.

**\$600**

Provides books for  
15 children in Atlanta  
for one year

**\$1,800**

Funds 10 Gather grants  
for PJ Library  
parent-initiated  
engagement

**\$5,000**

Subsidizes 20 families  
for an immersive  
weekend experience

Nataliya hosted a virtual cooking class for her Russian-speaking Jewish community. Her neighborhood has a lot of Jewish families in it, including a chef! Since COVID hit, a lot of the elderly neighbors have been isolated in their homes without much interaction with the community. With funding through a PJ grant, she organized a cooking class taught by the local chef for all of the neighbors to participate in virtually.